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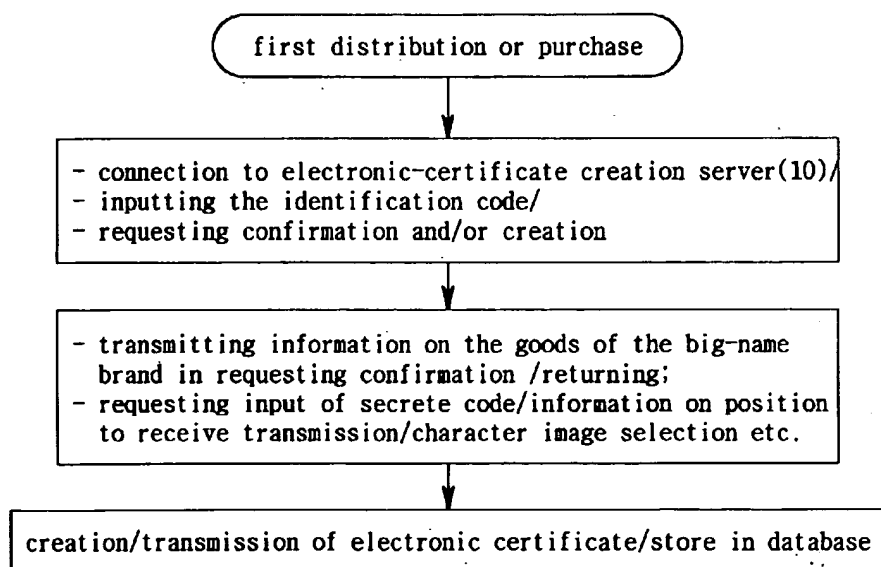
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(54) Title: METHOD FOR SERVICING AN ELECTRONIC CERTIFICATE FOR A BIG-NAME BRAND



(57) Abstract: A method for servicing an electronic certificate for a big-name brand. An electronic certificate(1) per goods is created and transmitted to the client(50) such as a mobile phone, etc., through a communication network(40) by request, the electronic certificate(1) comprising an identification code, a secret code, a character image, a management program, etc., and the management program being constructed so as for the electronic certificate(1) to be only able to move after its creation. Then, the character image of the electronic certificate(1) is displayed on the client(50), thereby directly showing possession of the goods of the big-name brand as genuine quality without any authentication. Authentication for the goods can be always achieved.